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Steady Nerves Cited As Leaf People Need

By BILL HUMPHRIES

VIRGINIA BEACH, VA. — Tobacco people will "need steady nerves" in the next 12 months as the temp of attacks on smoking increases, George V. Allen, president of the Tobacco Institute, Inc. said Friday.

Addressing the annual convention of the Bright Belt Warehouse Association, Allen expressed confidence that the 360-year old tobacco industry will be able to weather the storm whipped up by the cigarette-health controversy.

He warned, however, that a forthcoming report by the surgeon generals committee — unless it completely exonerates tobacco — may lead to a new wave of statements, resolutions, and state legislation which will be determental to the industry.

The speaker, a native Tar Heel now retired after many years as a career man in the State Department, said the tobacco industry does not pretend to know the answers to questions about smoking and health and "we don't think anyone else does either."

"What we are interested in," he asserted, "is hard scientific facts will provide not only answers to these questions, but also full knowledge about the causes of diseases with which smoking has been associated through statistics."

Research Crusade.

Allen insisted that the industry is "not on a crusade either for or against tobacco. If we have a crusade, it is a crusade for research."

He said it should be apparent that it is in the best interest of the public as well as the industry itself, to encourage the kind of research that will provide the necessary facts. The industry has done this, he added, through grants totaling almost $6 million for independent studies.

"We believe the answers will be found. They will be found in the scientific laboratory, not through pronouncements either for or against tobacco."

Various cigarette manufacturers, acting individually, announced this week that they were discontinuing their college advertising and promotion programs. They did this, Allen said, to demonstrate to the American people that they are serious when they state that smoking is a custom for adults.

"The industry," he said, "wants to make it demonstrably clear that it does not wish to promote or encourage smoking among youth."

Programs Threatened.

Horace D. Godfrey, a high-ranking U. S. Department of Agriculture official, told the convention that defeat of the Administration's wheat program in a grower refereendum last month has created uncertainty as to the future of other commodity programs such as those on cotton, peanuts, and tobacco.

"It is no secret," he said, "that the same people who opposed the wheat program plan to knock out other farm programs as well."

Godfrey said he did not know which programs would be the next targets, but "they can be sure there are plans to pick them off one by one."

"The only hope of preventing this," he told the warehousemen, "is for farmers of all kinds to stick together and regard an attack on one group as an attack on all. Farmers can no longer afford the luxury of family fights. They must agree among themselves and present a united front to Congress."

What farmers need, Godfrey said, is "a return to the spirit of the 1930's, when farmers didn't quibble so much among themselves about their programs."

Dr. Kenneth R. Keller, head of the Tobacco Research Program at North Carolina State, explained the details of the new voluntary program for controlling the resale of new tobacco varieties.

The convention closes Saturday after adoption of resolutions and marketing regulations for the 1963 flue-cured auction season.

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Cigarette Advertising In Colleges Dropped

VIRGINIA BEACH, Va. (AP)—Recent decisions by various cigarette manufacturers to discontinue college advertising and promotion programs "were reached by each company acting individually," George V. Allen, president of Tobacco Institute Inc., said Friday.

"Their decision serves to demonstrate to the American people that our members are serious when they state that smoking is a custom of adults," Allen told the Bright Belt Warehouse Association at its annual convention.

Allen said, "The industry wants to make it demonstrably clear it does not wish to promote or encourage smoking among youth therefore, the decision by a number of our companies to discontinue their college advertising and promotion programs should avoid any further misunderstandings or misconceptions on this subject."

Tobacco Institute Inc. "does not engage in advertising or promoting the use of tobacco," Allen said. "These are properly the activities of individual companies."

At the outset of his speech, Allen said, "We don't pretend to know the answers to questions about smoking and health. We don't think anyone else does either.

"What we are interested in is hard scientific facts that will provide not only answers to these questions, but also full knowledge about the causes of those diseases with which smoking has been associated through statistics.

"We are not on a crusade either for or against tobacco. If we have a crusade, it is a crusade for research."

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